

PSJ3

Exhibit 280

(STEVE MORSE)

GREG HALVARS CSD

MARK HARTMAN, SVP SUPPLY CHAIN INTEGRITY
REGULATORY OPERATIONS

(CRAIG MORTON)

{ Compliance colleagues at DE
Steve Pearson, VP Regulatory Affairs

DMS - DESIGNED TO ASSIST YOU

LUNDIE BRIEFING

PROCESSES AND SECURITY AWARENESSES
(LEARNED FROM NEW JERSEY FACILITY
AND OTHER PARTS OF WORLD - LEARNED

{ Independent oversight
10/70 make the supply chain
tight - common next engagement
DC Lab same as better control

(MH) - advocate supply chain common

Obstacles more holistic approach

Learn more & then promote within
the regulator

Spending a lot of time with DEA

Balloon

Balloon Effect

collaborate approximately with (Big 3)
and all distributors

* Anti - Division

Som

Epitome Pick
know your customer

34 people

in the

10

Michael Moore

DNA - Field Completion

Wesley Smith - Last Miles & Retailer

Steve Moore RPA

STEVE DONALD "PASE"

Top Texas - 20 years

Mail Service Plan

Reasonable thresholds

Staff looks at it

Info Know your customer

Several Levels

BEST PRACTICE

7 Major Questions (who)

Want - threshold Conversation

Sales data on alert for indicators

* PRICE DIVERSION

When DEA is looking at the Vape market.

Beginning to shift the attitude
Ordering pattern - big change.

Discussion

Pharmacy
Setting the up in main
DEA registration
Value judgement about the product

Everyone ships in to create a
clearing house

(RA) → Purdue DMS

Cardinal will come & ask about
your business

(MH) — "Telemarketing"

Different Business Models
Discussions with DEA
ANDRA / (WATSON) / BELCO / CARDINAL
PARMED

Call center — calls to pharmacies
cold calls to select business
/ distribution center

Build clientele & calls from in
* BASED on prior
central processing
Another group of players

the man is **KNOW YOUR CUSTOMER**

DEA — State Medical Board
Education component + certification
BEFORE **DEA registration**

Army structure re plan
management → education

TIPPING POINT

Economic pressures will approach

Industry must come together

MFR — DIST — RETAIL

① DATA

② Theft — from industry

ALL DATA SHARED!

increase sophistication & knowledge
aligned to what is going on in your business

Industry jump for a guy who's been
in a tiger, will need

Use this model R&P/PA/PA

ONE IDEA

SOM — Know your Customer

at home mailer + posted online
to 40,000 homes

YouTube — Opportunity
minimum

Best Practice for CUSTOMER

INDUSTRY ASSOCIATION

Rubber meets road in SALES REPRESENTATION

All Distributors would adopt XXX
from HDMA

Industry But Practice

AB, DE
BY

NCLA

IPGP

Contracts

DATA SHARING

Independent Party

CLEARING
HOUSE

VEHICLE

"ONE OFF" FINGER IN THE RYE

VOLUME

FREQUENTLY-PATTERN
ORDERING

DON'T STAY STATIC

Pharmacy of Interest Practitioner of Interest

Reporting of Suspicious Orders
Centrally — To DEA Headquarter

Standards of Reporting changing
DEA reports tally from its own
regulations